

Ford Truck Maintenance Costs Down

Increased durability, lower maintenance and operating costs and greater versatility highlight the light and medium Ford trucks for 1964.

R. F. Lewis, Ford Division truck marketing manager, said, "We feel confident that the sound engineering value in our products will be recognized in 1964, as was the case in 1963, which resulted in the best truck sales year in Ford history."

Truck models announced by Lewis include the Falcon Ranchero and Sedan Delivery models; the Econoline van and pickup models; the F-100, F-250 and F-350 light-duty models; and the F-500 and F-600 medium-duty models.

The Falcon Ranchero and Sedan Delivery models are completely restyled, have a redesigned suspension for better ride and handling, and offer added economy in all engines. Econoline truck models include a new, fully-automatic three-speed transmission for better multi-stop city delivery operations, and ease of driver handling.

F-100 AND F-250 pickups feature increased oil change and lubrication intervals, new durable double-wall box for Styleside pickups, increased capacity self-adjusting brakes, aluminum longer-life mufflers and tailpipes, color-keyed cab interiors with better insulation for greater driver comfort and tailgate with easy one-hand latch operation.

Recognizing the growth trend to camper bodies, Lewis said a 262-cubic-inch six-cylinder engine is newly-available to give improved over-the-road performance with this type of load. Heavier frames for F-100 and F-250 pickups and F-500 models give greater durability to these trucks for 1964.

Debut

(Continued from Page 16)

The new instrument panel design is functional and uncluttered. The upper surface of the panel has a mar-proof, suede-finish paint that reduces windshield glare. A full-length, color-keyed safety pad is standard on the Dart GT and optional on other models.

For driver convenience, heater control knobs have been relocated high on the center face of the panel, within easy reach.

Fabrics are 100 per cent nylon warp for strength and durability. There are five interior colors—red, tan, blue, gold and black—for the GT and four for the 270 and 170 models.

THE DART'S TRUNK capacity remains one of the biggest in the compact field—equalling and in some cases exceeding that of larger cars.

Alert to the consumer's desire for personalized transportation, Dodge offers nine Dart models in three series: a two-door sedan, four-door sedan and six-passenger station wagon in the low-price 170 Series; a two-door and four-door sedan, convertible and six-passenger wagon in the 270 Series; and a two-door hardtop and convertible in the deluxe GT Series.

Thirteen exterior colors are available. A new and unique Anniversary Gold, selected especially for Dodge's 50th anniversary, is offered on GT models.

Seven two-tone color combinations, with the roof contrasting with the body, are available in the 170 and 270 Series. GT models have a contrasting color only in a "side-sweep" along the side of the body. Twenty-four combinations, keyed to the interior colors, are offered.

The venturi shape, now a Pontiac styling tradition, has become pronounced in the 1964 models, sweeping the body sides into flared rear quarter panels to visually lower the roof and belt lines.

Chevelle

(Continued from Page 13)

which will be Chevrolet's 288 cubic inch 195 horsepower model, the customer may choose either standard three-speed, optional four-speed or Powerglide transmissions.

Two six-cylinder engines at 120 and 155 horsepower will be available in all Chevy II models. The economical four-cylinder 90 horsepower engine will continue to be available in the two- and four-door sedans of the 100 series.

An important mechanical feature on all Chevy II models will be new, larger 9.5 inch self-adjusting brakes to give greater margin of stopping safety.

CORVAIR—Entering its fifth year, the Corvair will continue its important place in the Chevrolet lineup by appealing to a group of buyers who like something sportier and less conventional in a small car.

A Monza Spyder series comprised of a top-of-the-line convertible and club coupe is added for 1964, bringing the total models to seven in four series—the Monza Spyder, Monza, 700 and 500 series, plus two Greenbrier sports wagons.

Corvair styling for 1964 retains the clean, classic theme with new identification through emblems and ornamentation. All models except Greenbrier feature a slender new front body molding with colorful plastic emblem insert.

All Corvair models feature a new larger displacement 164 cubic inch engine that delivers higher performance and top economy. This new engine retains the six-cylinder air-cooled design. Horsepower ranges from 95 to 110 to 150.

Improved brakes and a new suspension design enhances handling characteristics of all Corvair models.

CORVETTE—America's only sports car—fresh from its most successful year in 1963—continues the famed design of its two Sting Ray models, the convertible and the sport coupe for 1964.

Offering broader appeals to more kinds of buyers, the 1964 Corvette combines the driving and handling enjoyment of a genuine sports car with the luxury and convenience most fine car owners want.

Improvements include a full view rear window on the sport coupe and better noise isolation, improvements in ride, handling and performance on both models.

New variable rate front and rear springs make the ride noticeably smoother and more comfortable without any sacrifice of roadability or handling precision.

FOR 1964, Chevrolet offers its customers a choice of 14 new Magic Mirror exterior colors plus 11 two-tone combinations. In addition, a special color—Goldwood Yellow—is available exclusively for Monza, Spyder, all Super Sport and Impala hardtop and convertible models. One other color—Riverside Red—is available only on Corvettes.

Extended lubrication again is a feature on all Chevrolets for 1964. Recommended chassis lubrication is every 6,000 miles or six months and engine oil change each 6,000 miles or 60 days.

New, improved service-free universal joints are provided on all 1964 models.

Ford Offers Films On Auto Industry

A panoramic view of the automobile industry—from the secrets of the styling studio through performance in some of the world's most grueling auto races—is available without charge from the film libraries of Ford Motor Co.

The portrayals of the many facets of the auto world take the form of 32 separate motion pictures which are available from Ford for group showings. Ford offers two raving films—"Monte Carlo Rallye" and "The Winning Ride." The Monte Carlo film opens with scenes of the famed European rally from the driver's seat of a Ford Falcon Sprint, and also depicts preparations for the endurance test and its exciting conclusion.



A Load Off the Back

Practicality with flair is the unique sliding roof Wagonaire station wagon by Studebaker, an all-new styling dress for 1964. The basic roof design which proved popular in 1963 is carried into '64 models but sweeping front fender, hood and grille lines add length and balance to the triple-purpose utility vehicle.

AUTO SECTION—OCTOBER 24, 1963

PAGE 17

Come try the action in a new performance champion



10 times in 7 months, a Mercury—specially equipped and prepared for high-speed driving—has shown it's the new performance champion of the medium-price field in open competition. Most recently, on Oct. 13th. And performance

is just one way Mercury excels. See all the rest at your Mercury dealer's... now!

'64 Mercury

No finer car in the medium-price field

LINCOLN-MERCURY DIVISION FORD MOTOR COMPANY

Here's the record—Mercury Marauder vs. other medium-price cars

EVENT	DRIVER	MERCURY VS. COMPETITION
Volunteer "500"	Darel Dieringer	Mercury beats all other medium-price cars—Pontiac, Dodge and Chrysler
International "400"	Darel Dieringer	Mercury beats all other medium-price cars—Pontiac, Dodge and Chrysler
Firecracker "400"	Darel Dieringer	Mercury beats all other medium-price cars—Pontiac, Dodge and Chrysler
Pikes Peak Climb†	Parnelli Jones	Mercury beats everybody—wins event
Milwaukee "200"†	Rodger "Word"	Mercury beats all other medium-price cars—Pontiac and Dodge
Wisconsin State Fair "150"†	Parnelli Jones	Mercury beats everybody—wins event
Wisconsin State Fair "200"†	Parnelli Jones	Mercury beats everybody—wins event
Southern "500"	Darel Dieringer	Mercury beats all other medium-price cars
Wisconsin State Fair "250"†	Parnelli Jones	Mercury beats everybody—wins event
Charlotte "400"	Joe Weatherly	Mercury beats all other medium-price cars—Dodge, Pontiac and Chrysler

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